



Tourism & Events Department
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To: Linda Dillenbeck, Vice Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: March 20, 2018

Subject: FY 2018/19 Event Funding Programs

Annually the Tourism Development Commission evaluates the city's tourism event funding programs to ensure that the process is working effectively, and that all program objectives are being met.

On March 6, the TDC event working group met to initially discuss and review the program qualifications and criteria. The following potential program changes were discussed:

- Separate the multi-year community event funding program from the standard community event program format and clarify qualifying criteria to include events entering 40 years in Scottsdale plus.
- Consider three year new event funding program agreements
- Enhance the review process by providing post event reports to the commission prior to TDC event funding recommendations and initiate event intercept surveys at new events.

In order to enhance clarity the following additional funding ineligibility funding criteria were discussed for consideration:

- Events that span the duration of more than two consecutive weekends
- Events not lasting at least one full day (6 hour minimum)
- Static Exhibits
- Fundraising Projects
- Conferences, symposiums

Next Steps

Following TDC discussion and additional considerations, staff will present final event funding program recommendations at the April 24 TDC meeting.